THE INTELLIGENCE LAYER FOR INDOOR AGRICULTURE

# AGEYE

## Truly Intelligent Farming.

Turnkey systems, farm-native software, and robotic automation — unified so every pound that grows is a pound that pays.

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01

FOUNDATION

# Why we exist

The strategic core — who AGEYE is, and the integrated platform behind it.

# Brand Foundation

## AGEYE is the intelligence layer for indoor agriculture — so every pound that grows is a pound that pays.

**MISSION**

Agricultural intelligence, operationalized.

**VISION**

Every farm gets smarter. Every crop produces more. Every resource works harder.

**POSITIONING**

The enterprise platform for highly scalable, fully automated commercial indoor farms.

### WHY WE EXIST

Indoor farming has proven it can grow food anywhere. The unsolved problem is growing it **profitably, predictably, at commercial scale**. AGEYE closes that gap — bringing the precision, economics, and operational discipline of advanced manufacturing to controlled-environment agriculture.

# Three convictions shape every choice.

Restraint isn't austerity — it's the absence of clutter the operator didn't ask for.

P · 01

## Software runs the farm.

Hardware is the body; software is the mind. The operating system leads — sensors, robots, and racks answer to it.

ONE SOURCE OF TRUTH

P · 02

## Data earns every decision.

No setting changes on a hunch. High-resolution farm data justifies every plan, task, and intervention.

EVIDENCE OVER INSTINCT

P · 03

## Built to be operated.

Designed for real farms, not demos. If an operator can't act on it in three seconds, it isn't finished.

CLARITY IS THE FEATURE

# Brand Pillars

01

## Software-First

Hardware is the body; software is the mind. We lead with the operating system for commercial indoor farming.

02

## Data-Driven

High-resolution farm data is the foundation of every decision — from crop schedule to harvest.

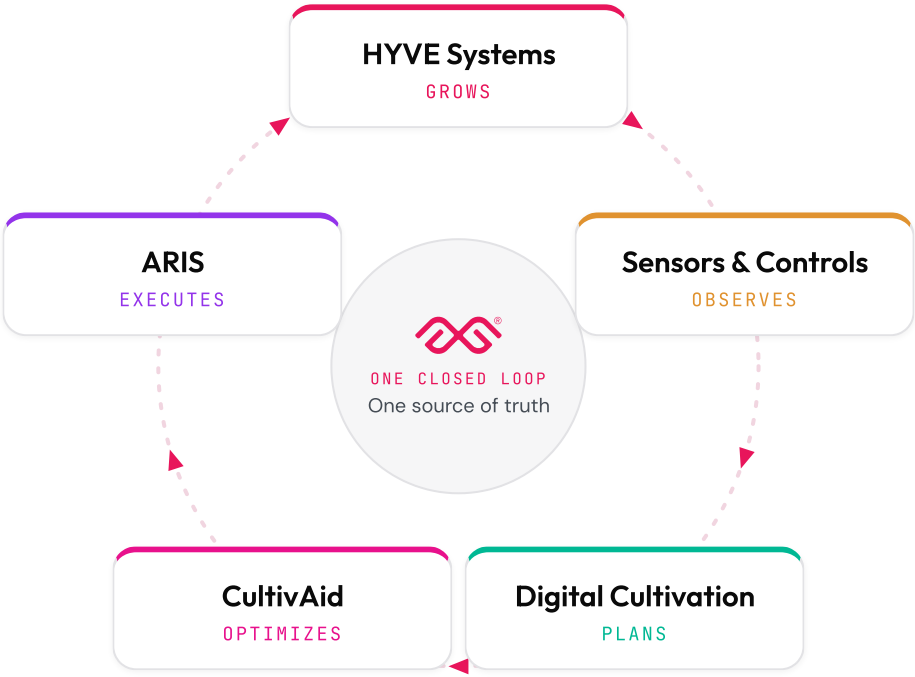
03

## Built for Scale

Capital-efficient, modular systems engineered for commercial reality, from pilot to enterprise.

# Product Ecosystem

Five systems, one closed loop. Hardware grows; sensors observe; software plans; AI optimizes; robotics executes — and every outcome feeds the next cycle.




**One Partner. One System.** A single accountable platform replaces a patchwork of point vendors — designed, manufactured, and commissioned as one.

02

IDENTITY

# The visual system

Logo, colour, and type — the system that makes AGEYE recognisable anywhere.

# Logo System

Two interlocking loops — the physical farm and its digital twin, sharing one path. The ® always appears.

AGEYE®

**HORIZONTAL**

Primary — 80% of applications

AGEYE®

**STACKED**

Square & vertical placements

®

**LOGOMARK**

When the brand is established

AGEYE® | Truly Intellegent Farming.

**BANNER**

Primary lockup — Truly Intelligent Farming

# Colour Variations

**COLOR**
On light backgrounds

**BLACK**
Single-colour print

**WHITE**
On dark backgrounds

Stacked Color

Stacked Black

Stacked White

**RULE** Colour is always preferred. Use black or white only when contrast demands it — never recolour or alter the mark.

# Clear Space & Misuse

AGEYE®

Clear space = height of the “A” on all sides

## Minimum sizes

Horizontal 120px / 30mm · Stacked 80px / 20mm · Logomark 32px / 8mm

## Never

- ✕ Don't rotate or skew
- ✕ Don't recolour the mark
- ✕ Don't add shadows or effects
- ✕ Don't distort proportions
- ✕ Don't rearrange elements
- ✕ Don't remove the ®

# Five colours. One hierarchy.

Each colour carries a job. Pulse leads; everything else supports. Borrowing across roles is how a system loses its edge.

## Pulse

Primary identity. CTAs, key accents, brand moments. The one colour everything else defers to.

#E8155B
232 · 21 · 91
BRAND · ACTION

## Flux

Secondary energy. Product-brand moments (CultivAid) and high-emphasis highlights.

#E8118C
232 · 17 · 140
ENERGY

## Mint

Growth and positive status. Success states, positive deltas, the on-dark accent.

#2BB67E
43 · 182 · 126
STATUS · GROWTH

## Ink

Type and contrast. Headlines, body copy, and dark surfaces.

#0A0A0A
10 · 10 · 10
TYPE · CONTRAST

## Surface

Page and card backgrounds. Never pure white at page level.

#F6F6F7
246 · 246 · 247
SURFACE

# Softer tints. Same discipline.

Five desaturated tints carry surfaces and quiet status — never headlines, never action.

SOFT TINT

**Pulse Soft** #FCE8EF

Soft highlight fills, badge backgrounds, active rows.

SOFT TINT

**Flux Soft** #FCE4F2

Quiet product-brand surfaces and tags.

SOFT TINT

**Mint Soft** #E4F7EE

Success-adjacent surfaces and positive chips.

SOFT TINT

**Amber Soft** #FBEFDC

Caution backgrounds and in-progress fills.

SOFT TINT

**Slate Soft** #EEF0F2

Neutral chips, table stripes, low-emphasis tags.

# Three faces. Three jobs.

No italics anywhere — weight carries emphasis. Outfit announces, DM Sans explains, JetBrains Mono reports.

DISPLAY

## Outfit

Aa

Hero · H1 · page titles
SemiBold 600 · Bold 700 · ExtraBold 800

WORKHORSE

## DM Sans

Aa

Body · labels · UI · buttons
Regular 400 → Bold 700

DATA

## JetBrains Mono

01

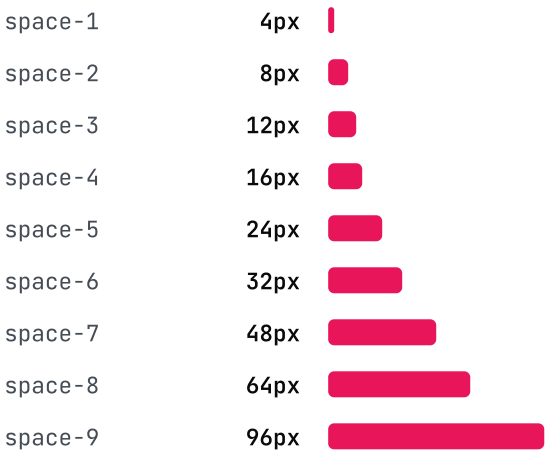
Telemetry · code · tabular figures
Regular 400 · Medium 500

# Eight steps. Predictable rhythm.

| | |
|---|---|
| DISPLAY · 72 / 1.04<br>Outfit ExtraBold | **Truly Intelligent Farming.** |
| H1 · 36 / 1.12<br>Outfit Bold | **Grow More. Worry Less.** |
| H2 · 24 / 1.25<br>Outfit SemiBold | **Built for teams that scale** |
| H3 · 18 / 1.3<br>Outfit SemiBold | **Operations, automated end to end** |
| LEAD · 18 / 1.6<br>DM Sans Medium | The intelligence layer between you and complexity. |
| BODY · 16 / 1.6<br>DM Sans Regular | AGEYE unifies hardware, software, and robotics into one accountable platform. |
| CAPTION · 13 / 1.4<br>DM Sans Medium | Supporting detail and helper text |
| EYEBROW · 12 / 1<br>DM Sans SemiBold | AGEYE · TRULY INTELLIGENT FARMING |

# The 8-point grid governs everything.

Nine steps from a hairline gap to a section break. Every edge lands on the grid.




THE GRID IN CONTEXT

ZONE · HYVE-PRO-04

**August cycle**

| | |
|---|---|
| Trays planted | **1,280** |
| Projected yield | **2,847 lbs** |
| **Cost / lb** | **$0.81** |

View cycle plan

Card pad **space-6 · 32**. Title gap **space-5 · 24**. Row rhythm **space-2 · 8**. Every edge on the grid.

03

PRODUCT & VOICE

# Story and system

The message that sells AGEYE, and the platform that proves it every day.

# Brand Duality

AGEYE speaks in two registers. The **marketing brand** sells the outcome — confident, Pulse-led, editorial. The **product brand** runs the farm — calm, dark, monospace. Same company, different jobs.

MARKETING BRAND

## Truly Intelligent Farming.

White canvas · Outfit display · Pulse accent. Sells the outcome to buyers, partners, and the market.

PRODUCT BRAND

## Seed to harvest, managed.

Dark dashboard · DM Sans + mono telemetry · per-product accent. Serves the operator on the floor.

The market sees Pulse. The operator sees the dashboard. Both are unmistakably AGEYE.

# Product UI System

Dark surfaces, monospace telemetry, one focal metric per card, per-product accents. An operator answers any question in under three seconds.

| PH LEVEL | EC | $CO_2$ | TEMP |
|---|---|---|---|
| 6.2 | 1.8 | 1,100 | 24.1° |
| stable | mS/cm | ppm | optimal |

ZONE STATUS · LIVE

| ZONE | CROP | STAGE | STATUS |
|---|---|---|---|
| Z-01 | Basil | Grow | Optimal |
| Z-02 | Lettuce | Nursery | Caution |
| Z-03 | Kale | Harvest | Optimal |
| Z-04 | Basil | Grow | Critical |

## COMPONENTS

Stat cards · data tables · status pills · monospace labels · 12px radius · 1px hairlines

## PRODUCT ACCENTS

- Digital Cultivation
- Sensors
- CultivAid
- ARIS

# Data Visualization

Colour carries meaning, never decoration. A fixed semantic palette maps state to hue across every chart, table, and alert.

## SEMANTIC PALETTE

| Optimal | Info | Reference | Caution | Critical |
|---|---|---|---|---|
| #2BB67E | #0593A8 | #3B6FE0 | #E0922F | #E8155B |

## CHART SYSTEM

**Line**
Growth curves over time

**Area**
Environmental envelopes

**Gauge**
Live sensor readings

**Bar**
Yield comparisons

**One rule** Status before numbers. If a chart needs a legend to read its state, the colour is wrong.

# Messaging & Taglines

PRIMARY

## Truly Intelligent Farming.

Product & positioning, hero sections, TIF banner

SECONDARY

## Grow More. Worry Less.

Campaigns and emotional brand moments, GMWL banner

DESCRIPTOR

## One Partner. One System. One Source of Truth.

Sales & enterprise

AGEYE® | Truly Intellegent Farming.

AGEYE® | Grow More. Worry Less.

VOICE

**SAY** operationalized · yield · autonomous · platform · throughput

**DON'T** disrupt · revolutionary · magic · game-changer · synergy

# Brand Voice & Tone

### Precise
Specific over vague. Metrics over adjectives.

### Intelligent
Deep domain expertise in CEA, robotics, AI.

### Calm
Operational control. We never shout.

### Visionary
Future-facing, grounded in present capability.

## Rules

- Always write AGEYE in capitals — never AgEye or ageye
- “AgEye Technologies” only in legal contexts
- Lead with the customer outcome, not the feature
- No superlatives without evidence

AGEYE®

**ageyetech.com**

hello@ageyetech.com